

MARCH 24 1947

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FASHION CALENDAR

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44 WEST 52nd STREET

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NEW YORK 19, N.Y.

El dorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MARCH 21, 1947

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 21	FIRST DAY OF SPRING (Friday)		
Saturday March 22 11:00 A.M.; 2:00 P.M.	FASHIONS FOR THE AMERICAN GIRL Presentation, sponsored by the Brooklyn Girl Scout Council, of fashions for the pigtails and teen-age American girl. Open to public. Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	SPECIAL EVENTS CENTER 8TH FLOOR, EAST BLDG.
Saturday March 22 12:30 P.M. Luncheon	BENEFIT SHOW AND FASHION REVUE In celebration of its 100th anniversary, the College of the City of New York is raising \$1,500,000 to build a War Memorial Student Center for the benefit of 35,000 veteran and regular students. The Women's Division, pledged to raise a quarter of a million, is presenting a revue produced by Phyllis Parker, directed by Harold Young, featuring outstanding fashions, stage and screen stars, and specially written music by John Rox and Stuart Ross. Fashions include Florence Lustig's custom-made collection shown for the first time, tying in with the opening of her new shop on East 57th St.; a group of ballet-inspired evening gowns by Lange; a wedding scene by Jay-Thorpe; "Fashions of the Future" by Tina Leser, Helen de Huene, Dorris Varnum, Louis Scalise, Joseph Salvatore. Milton Berle and his wife, Joyce Matthews, will auction off an original creation by Trigere and hats by John-Frederics, Sally Victor, Hattie Carnegie, Braagaard and Walter Florell. Other stars: Jinx Falkenburg, Maggi McNellis, Candy Jones, Tex McCrary, Lenore Lonergan, Florence Desmond, John Kieran, Harry Hershfield, Earl Wrightson, Philip Huston, Joyce Van Patten, Jack Harwood, Donald Dame, Prince Yuka Troubetskoy, and girls from the Copacabana (Revlon makeup by Eddie Senz). Admission: \$10.00; \$12.50; \$20.00. Contact: Women's Division, Fashion Show, Waldorf-Astoria. Publicity: Rosalie Slocum, MU. 5-5879.	WOMEN'S DIVISION OF CCNY CENTENNIAL FUND	WALDORF-ASTORIA BALLROOM
Saturday March 22 12:30 P.M. Luncheon	SHOWING OF FASHIONS BY EMILY WILKENS Emily Wilkens' new Spring and Summer collection will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact: "Thomas", PL. 3-1740, Ext. 44. Bonwit Publicity: Dorothy Iverson, EL. 5-6800. Plaza Publicity: Dorothy King or Adele Brown, PL. 3-1740.	BONWIT TELLER	HOTEL PLAZA TERRACE ROOM

WEEK BEGINNING MONDAY, MARCH 24, 1947

Monday March 24 1:00 P.M. Luncheon	"WHITE FLASHES" FOR SPRING AND SUMMER Russeks flashes white into the Spring and Summer scene at a luncheon fashion show. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS 5TH AVENUE	ST. REGIS HOTEL IRIDIUM ROOM
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday March 24	"CLUES TO THE HISTORY OF LACE" An exhibition of laces and lace-making techniques. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET Open to public.
Tuesday March 25 9:30 A.M.	EASTER BONNET DESIGN CONTEST Millinery design contest throughout New York City's trade schools, to be held in the auditorium of the Central High School of Needle Trades, 225 West 24th Street. Six cash awards, plus certificates of merit, will be awarded to five students, with a grand prize to the most outstanding hat shown. Four millinery buyers and three fashion writers will judge the contest. Open to public. Contact: Eastern Women's Headwear Assn., 1440 Broadway, CH. 4-3044.	EASTERN WOMEN'S HEADWEAR ASSN.	CENTRAL HIGH SCHOOL OF NEEDLE TRADES
Tuesday March 25 12:45 P.M. Luncheon	PRESS PREVIEW OF NEW COSMETIC LINE Coming Out Party to introduce the "Debutante" of the year at a luncheon for the press. Daggett and Ramsdell's new line of cosmetics will make its debut with a collection of Ceil Chapman's new evening gowns, inspired by and specially designed for the "Debutante" cosmetics. Fashions presented by B. Altman & Co. Attendance by invitation only. Publicity: Neva Bradley, CH. 3-2240.	DAGGETT & RAMSDELL	HOTEL PIERRE COTILLION ROOM
Tuesday March 25 1:00 P.M. Luncheon	"RUSTLING RUSES" FASHION SHOW Macy's will present "Rustling Ruses--an ear-catching, eye-catching collection of clothes with a delicate air" at a luncheon show. Press by invitation. Public by reservation. Contact: Headwaiter, PL. 3-4600, Ext. 20. Macy Publicity: Helen Law or Terry Mayer, CH. 4-2000, Ext. 2431 or 2554. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MACY'S NEW YORK	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 25 5:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF SPRING SHOE COLLECTION H. B. Delman will present his collection of Spring and Summer shoes to the press at a cocktail party in the Delman Salon at Bergdorf Goodman (745 Fifth Avenue). Attendance by invitation only. Publicity: Molly Appleby, PL. 5-4156 or PL. 3-5965.	DELMAN, INC.	BERGDORF GOODMAN DELMAN SALON
Wednesday March 26 1:00 P.M. Luncheon	FASHIONS FOR WOMEN AT LUNCHEON SHOW Millinery, and ready-to-wear and original clothes for misses and women at a luncheon showing of Spring and Summer fashions by Maretta Feeley. Press by invitation. Public by reservation. For reservations, contact "Jack", headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity and Maretta Feeley Publicity: Florence Lanthier, EL. 5-3644.	MARETTA FEELEY (6 EAST 53RD ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday March 26 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Press by invitation. Public by reservation. Contact "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity; Anne Albee, CA. 5-2300. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday March 26 2:30 P.M.	NEW DEBUTANTE FASHIONS Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 26 5:00 P.M.- 7:00 P.M. Cocktails	COMPLETE PANORAMA OF RAINWEAR FASHIONS "Panorama of Rainwear Fashions" from the beginning of time to the modern day, including a mother-daughter and father-son sequence. Commentator: Ilka Chase. Attendance by invitation only. Publicity: Tamora Noyes, BR. 9-8817; or Funt and Golding, MU. 3-8875.	WARWICK CHEMICAL CO.	RAINBOW ROOM ROCKEFELLER PLAZA
Postponed March 27	THE RE-SHOWING OF ALTMAN ORIGINALS, WHICH WAS SET FOR MARCH 27 AT 2:30 P.M. HAS AGAIN BEEN POSTPONED. THE NEW DATE IS WEDNESDAY, APRIL 2.		
Thursday March 27 4:00 P.M. Cocktails	PRESS PREVIEW: SPRING FURS AND GOWNS Ackerman-Blatt's Spring showing of furs and gowns. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ACKERMAN-BLATT	60 EAST 56TH ST.
Thursday March 27 8:30 P.M.	SPRING BENEFIT FASHION SHOW Fashion show sponsored by the Blessed Virgin Sodality of the Little Flower Church in Brooklyn. Tickets: 50 cents. Contact: Marie Huguenin, BU. 7-1008. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S BROOKLYN	LITTLE FLOWER CHURCH AVE. B & TROY AVENUE
Saturday March 29 11:00 A.M.; 2:00 P.M.	"TELEPHONE TOPICS"-- TEEN-AGE FASHION SHOW Abraham and Straus will present fashions for the teen-age girl in a tie-up with the Simplicity Pattern Co. Open to public. Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	SPECIAL EVENTS CENTER 8TH FLOOR, EAST BLDG.
March 29	BASEBALL WEEK (March 29-April 5)		
March 30	PALM SUNDAY		
March 30	HOLY WEEK (March 30-April 5)		
Monday March 31 1:00 P.M. Luncheon	LUNCHEON SHOWING OF EASTER HATS "Easter Surprises" -- new millinery by Rose Sapphire will be presented during luncheon, in addition to hats for Spring and early Summer. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ROSE SAPPHIRE (501 MADISON AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday March 31 4:00 P.M. Cocktails	RECEPTION AT OPENING OF NEW BUILDING Formal press opening of B. Weinstein's new five-story building, with an informal showing of custom-made clothes and furs, ready-to-wear, and special accessories. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	B. WEINSTEIN	7 EAST 57TH STREET
Tuesday April 1 3:00 P.M.	SPRING FASHIONS BY HENRY ROSENFELD Henry Rosenfeld will present his new fashions at Russeks. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR CLASSIC CORNER
Tuesday April 1	APRIL FOOL'S DAY AND NATIONAL LAUGH WEEK (April 1-April 8). Contact: National Laugh Week Foundation, 347 Madison Ave., MU. 4-1909.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 1	CANCER DRIVE -- ENTIRE MONTH OF APRIL		
April 1	CONSERVATION WEEK (April 1-April 5)		
Wednesday April 2 12:30 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING "It's A Buyer's Market-- So What?" (a round-table discussion). Speakers: Norman S. Dahl, President, Prince Matchabelli, Inc.; Frank R. Hale, Promotion Director, Cunningham Drug Stores, Detroit; Stephen L. Mayham, Executive Vice President, Toilet Goods Assn., Inc.; Kay Brown, Cosmetics Buyer, Bloomingdale's. Chmn., Cosmetics Division; Leonore Buehler. Price (including tax and tip): \$3.10 for members; \$3.50 for guests. Unlimited guest privilege. Reservations close Tuesday, April 1, at 5:00 P.M. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday April 2 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Presentation of fashions for Easter, Spring and Summer by Madame et la Jeune Fille. Press by invitation. Public by reservation. For reserva- tions, contact: Frank, headwaiter, EL. 5-3000. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	MADAME ET LA JEUNE FILLE	WALDORF-ASTORIA SERT ROOM
Wednesday April 2 2:30 P.M.	FASHION SHOWING OF ALTMAN ORIGINALS Re-showing of Altman Originals, as presented to the press on Thursday, February 27, at a luncheon show. (Postponed from March 5 and March 27). Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
April 3	HOLY THURSDAY		
April 4	GOOD FRIDAY		
April 5	FIRST DAY OF JEWISH PASSOVER		
April 6	EASTER SUNDAY		
Monday April 7 1:00 P.M. Luncheon	READY-TO-WEAR FASHIONS FOR SUMMER Daytime, playtime and evening fashions for Summer will be presented by The Tailored Woman during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday April 8 10:30 A.M. Breakfast	PREVIEW OF SPORTSWEAR STYLED BY MCGREGOR "Action Under the Sun Sportswear" breakfast showing of a colorful collec- tion of Spring and Summer sportswear, designed for men, by McGregor. Show, in six scenes, will depict activities under the sun -- tennis, golfing, yachting, walking, swimming and barbecuing. Press by invitation. Contact: Ruth Farrell, Bert Nevins, Inc., WI. 7-9715.	TO BE ANNOUNCED	SHERRY-NETHERLANDS BALINESE SUITE
Tuesday April 8 1:00 P.M. Luncheon	"COTTON FANFARE" AT LUNCHEON SHOWING Zachary Bogert's 1947 collection of designer cottons, featuring town and beach wear, will be presented during luncheon. Press by invitation. Public by reservations. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Cotton Shop Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 9 12:30 P.M. Luncheon	BENEFIT SHOWING AT LUNCHEON Showing of Elizabeth Arden's new creations, accessorized with jewelry by John Rubel--for the benefit of the American Women's Voluntary Services Exchange Shop. Tickets: \$5.00. Contact: Mrs. Williams, AWVS, 14 East 52nd St., PL. 3-9143. Hotel Plaza Publicity: Dorothy King or Adele Brown, PL. 3-1740, Ext. 424.	AMERICAN WOMEN'S VOLUNTARY SERVICES	HOTEL PLAZA BALLROOM
Wednesday April 9 2:30 P.M.	TROUSSEAU FASHION PRESENTATION Glamorous trousseau fashions as featured by Altman's. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Postponed April 9 4:00 P.M.	THE SAKS FIFTH AVENUE PRESS SHOWING OF SHOE COLLECTION, ORIGINALLY SCHEDULED FOR TUESDAY, MARCH 18, AND THEN FOR WEDNESDAY, APRIL 9, HAS BEEN INDEFINITELY POSTPONED.		
Thursday April 10 4:00 P.M.- 6:00 P.M.	PRESS PREVIEW OF ITALIAN HANDICRAFT Press preview for opening of the House of Italian Handicraft. Attendance by invitation only.	HANDICRAFT DEVELOPMENT, INC.	217 EAST 49TH ST.
April 12	SECOND ANNIVERSARY OF THE DEATH OF FRANKLIN D. ROOSEVELT (Friday).		
Monday April 14 1:00 P.M. Luncheon	SUMMER MILLINERY AT LUNCHEON SHOW Presentation of Annas' late Spring and early Summer millinery during luncheon. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ANNAS' MILLINERY	ST. REGIS HOTEL IRIDIUM ROOM
Wednesday April 16 2:30 P.M.	JIM TILLET DESIGNS ON FULLER FABRICS Presentation of Jim Tillett's fantasy designs on Fuller Fabrics for town and beachwear. Fashions from the following: Claire McCardell, Hi-Dee, Peggy Thayer, Joseph Love, Aquatogs, Ray Modes, Cole of California, Ellen Hewitt of Delphi, B. Schwartz, Royal Robes, Cisco, Altman Originals. Open to public. Publicity: B. Altman, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday April 16 3:30 P.M.	PRESS SHOWING: CUSTOM-ORDER COLLECTION Zoe de Salle will present a press preview of her exclusive Summer and Fall custom-order collection of gowns and millinery. Attendance by invitation only. Contact: Zoe de Salle, PL. 3-0396.	ZOE DE SALLE	18 EAST 53RD STREET SALON
Tuesday April 22 12:30 P.M. Luncheon	BENEFIT LUNCHEON AND "FASHIONS FOR DANCING" Annual luncheon of the Women's Division of the McCosker-Hershfield Cardiac Home, with the Fred Astaire Studios in "Fashions for Dancing" by Jo Copeland, Kiviette and Pauline Trigere. Commentary by Jinx Falkenburg. Special guest of honor: Miss Fannie Hurst. Admission: \$6.00. Contact: Luncheon Committee, McCosker-Hershfield Cardiac Home, 125 West 40th Street, PE. 6-3855. Coordinator and publicist: Augusta Arnold, RE. 7-1245.	McCOSKER-HERSHFIELD CARDIAC HOME	HOTEL ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 23 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable's fashions for Summer will be presented during luncheon. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Anne Albee, CA. 5-2300. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
April 27	BEGINNING OF DAYLIGHT SAVING TIME		
April 27	NATIONAL BABY WEEK (April 27-May 3)		
Week of April 28	SHOE GUILD WEEK: EARLY FALL OPENINGS This Early Fall Opening period will highlight early Fall shoe styles in street, dress, formal, and indoor types. Back-to-school shoes will be bought at this time as will shoes for coordination with ready-to-wear and accessories. Shoes purchased will be for July, August and September delivery. The member firms of the Guild of Better Shoe Manufacturers are Cangemi, Inc.; Thomas Cort Ltd.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; John Marino; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Reual, Inc.; Schwartz and Benjamin, Inc. (Customcraft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; M. Wolf Sons, Inc. (Lupine); Morris Wolock & Co.; Zuckerman and Fox, Inc. Contact: Kate Goldstein Kamen, Executive Secretary, 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
Wednesday April 30 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashions by Russeks to be presented at a luncheon show. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
May 1	MAY DAY OR CHILD HEALTH DAY		
May 5	BRITISH INDUSTRIES FAIR IN LONDON AND BIRMINGHAM (May 5-May 16)		
Sunday May 11	MOTHER'S DAY (Chmn. of National Committee--George J. Hecht, Publisher, Parent's Magazine)		
May 18- May 23	DALLAS FALL MARKET SHOWINGS (Sponsored by Dallas Fashion and Sportswear Center and American Fashion Association)		
Monday May 19 4:00 P.M.	PRESS PREVIEW OF FALL ORIGINALS Anna Miller's new Fall originals will be presented to the press. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ANNA MILLER	498 SEVENTH AVENUE SHOWROOM
Monday May 19- May 24	ANNUAL NATIONAL COTTON WEEK "Pick Cotton" is the slogan for National Cotton Week, co-sponsored by the Cotton-Textile Institute and the National Cotton Council, and emphasizing the return to store shelves of quality cottons which were scarce during the last five years. Posters and literature, pointing out the merits of new cotton merchandise, will be sent to the thousands of stores across the continent which regularly participate in the event. Contact: Cotton-Textile Institute, 320 Broadway, WO. 2-0270.	COTTON-TEXTILE INST. NAT'L COTTON COUNCIL	THROUGHOUT THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 19	<p>OPENING OF FALL SPORTSWEAR LINES</p> <p>The Fall Openings of the members of the Sportswear Guild will begin on the earliest date since the Guild's inception. Members include:</p> <p>ADLER AND ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. KANE-WEILL, INC.</p> <p>Contact individual manufacturers.</p>	<p>THE SPORTSWEAR GUILD</p>	<p>MANUFACTURERS' SHOWROOMS</p> <p>MUTUAL-ROSENBLOOM CO. CHARLES W. NUDELMAN, INC. ZOLTAN ROSENBERG SPORT-CRAFT STAR-MAID DRESSES, INC.</p>
Beginning Monday May 19	<p>OPENING OF FALL LINES</p> <p>The FOGA Fall Openings will be held earlier than usual this year. In accordance with the practice followed in recent seasons, the Guild houses will show only a single collection for the season. Guild members who will present their lines include:</p> <p>HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. CARLYE DRESS CORP. DEITSCH, WERSBA, COPPOLA FOX-BROWNIE, INC. ED. GERRICK, INC. A. GOODMAN & CO. FRED GREENBERG DRESS</p> <p>Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.</p>	<p>FASHION ORIGINATORS' GUILD OF AMERICA</p> <p>JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS LA RUE DRESSES DAVID LEONARD & LEVINE MARY LEE, INC. MORRIS & MARCUS</p>	<p>INDIVIDUAL NEW YORK SHOWROOMS</p> <p>PARNIS-LIVINGSTON, INC. BEN REIG, INC. C. H. D. ROBBINS CO. PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE, INC. HANNAH TROY, INC.</p>
Wednesday May 21 4:00 P.M. Cocktails	<p>FALL SHOWING FOR PRESS AND TRADE</p> <p>Eta will present her new Fall fashions to the press and trade. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.</p>	<p>ETA</p>	<p>HOTEL PLAZA TERRACE ROOM</p>
Thursday June 12- June 18 11:00 A.M.- 11:00 P.M.	<p>THE FASHION FAIR</p> <p>Exposition of every aspect of the fashion apparel and related industries -- from lingerie to mink and diamonds -- with theme, music, choreography, and design to dramatize the products. The Fair will occupy the entire Madison Square Garden Exposition Hall, at one end of which there will be a stage where the creations of America's leading designers will be presented at four fashion shows daily. The remainder of the Madison Square Garden Exposition Hall will be devoted to an exposition area, or "Midway of Fashion", featuring sponsors' salons and exhibitors' and participants' displays. National this year, the Fashion Fair will be world-wide in 1948. Honorary Chairman: Gov. Thomas E. Dewey. Chairman: Tex McCrary, radio producer and commentator. Producer, Leon Leonidoff, Radio City Music Hall producer. Designer: Raoul Pene duBois, stage designer. Executive Director: Lester Stone, Executive Secretary to Mayor LaGuardia for twelve years. Merchandising Director, Sam Cook Singer. Fashion Councilor, June Hamilton Rhodes, Bureau of Fashion Trends; Executive Secretary, Shirley Spaulding, Fashion Director of "Fashion Trades". Cost for exhibitors: \$750 to \$6,500. Tickets: \$2.00 (plus tax). A percentage of box office proceeds will be donated to charity. Contact: Lester Stone, The Fashion Fair, 630 Fifth Avenue, CI. 7-2496.</p>	<p>LEADER ENTERPRISES, INC.</p>	<p>MADISON SQ. GARDEN EXPOSITION HALL</p>

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Tuesday
March 25 PREMIERE: "THE FARMER'S DAUGHTER" (Movie) RIVOLI THEATRE, B'WAY & 49TH
RKO-Radio production, a comedy about a pretty farm girl who enters
politics. Cast: Loretta Young, Joseph Cotten, Ethel Barrymore, Charles
Bickford and Rose Hobart. Director: H. C. Potter. Producer: Dore Schary.
Costumes: Edith Head. Publicity: Rutgers Neilson, CO. 5-6500.
- Wednesday
March 26 OPENING: "BATHSHEBA" BARRYMORE THEATRE, 47TH ST., W. OF B'WAY
Sylvia Friedlander and Maximilian Becker will present a biblical play by
Jacques Duval, with James Mason, the British screen star, as King David,
and Pamela Kellino, Thomas Chalmers, and Horace Braham. Director: James
Mason. Costumes and settings: Stewart Chaney. Publicity: James Proctor,
VA. 6-5084.
- Thursday
March 27 OPENING: "THE WHOLE WORLD OVER" BILTMORE THEATRE, 47TH ST., W. OF B'WAY
Walter Fried and Paul Moss will present Thelma Schnee's adaptation of
Konstantine Simonov's comedy with Stephen Bekassy, Joseph Buloff, Uta
Hagen, Sanford Meisner. Director: Harold Clurman. Settings, costumes,
lighting: Ralph Alswang. Publicity: Richard Maney, WI. 7-6939.
- Sunday
March 30 OPENING: "THE GREAT CAMPAIGN" PRINCESS THEATRE, 39TH ST. E. OF B'WAY
The Experimental Theatre presents the fourth in a series of new plays
under the sponsorship of the American National Theatre and Academy. This
play, an American fantasy dealing with the efforts of a middle-class
Ohioan to become President, was written by Arnold Sundgaard. Producer:
T. Edward Hambleton. Director: Joseph Losey. Costumes: Rose Bogdanoff.
Publicity: Zelda Dorfman, WI. 7-2754.
- Wednesday
April 2 OPENING: "HEARTSONG" BOOTH THEATRE, 45TH ST., W. OF B'WAY
Irene Selznick presents a new play about marriage by Arthur Laurents,
with Phyllis Thaxter, Jay Fasset, Shirley Booth, Barry Nelson, Susan
Douglas. Director: Melchor G. Ferrer. Costumes: Stewart Chaney.
Publicity: Willard Keefe, CI. 6-7492.
- Thursday
April 3 OPENING: "BAREFOOT BOY WITH CHEEK" MARTIN BECK THEATRE, 45TH ST. W. OF B'WAY
George Abbott presents a new musical adapted by Max Shumlin from his
satirical novel of the same name, with music by Sidney Lippman and lyrics
by Sylvia Dee. Cast features Nancy Walker, Billy Redfield, Red Buttons,
Phil Coolidge and Jerry Austen. Directed by George Abbott. Costumes:
Alvin Colt. Publicity: Richard Maney, WI. 7-6939.
- Saturday
April 5 OPENING: "ALICE IN WONDERLAND" INTERNATIONAL THEATRE, COLUMBUS CIRCLE
American Repertory Theatre presentation (in conjunction with Rita Hassan)
of the Eva Le Gallienne production of Lewis Carroll's fantasy, with Bambi
Linn as Alice, and Eva Le Gallienne, Margaret Webster, Richard Waring and
Philip Bourneuf. Director: Eva Le Gallienne. Costumes: Noel Taylor
Publicity: Wolfe Kaufman, BR. 9-4825.
- Sunday
April 6 CONCERT BY MARIAN ANDERSON METROPOLITAN OPERA, B'WAY & 39TH ST.
3:00 P.M. S. Hurok presents Marian Anderson in an Easter Sunday concert. Prices:
\$1.20-\$3.60 (tax included). Contact: PL. 3-0820.
- Wednesday
April 9 OPENING: RINGLING BROTHERS CIRCUS, MADISON SQUARE GARDEN, 8TH AVE. & 49TH
Opening of the 1947 circus season, with continental artists and attractions
for the first time since the war. Costumes: Miles White. Publicity:
Bill Fields, CI. 5-7930.

F A S H I O N J O B S

JOBS WANTED

DESIGNER FOR TEXTILE HOUSE OR MANUFACTURER. Complete knowledge textiles. Background French draping, sketching. Exp. West Coast custom designer. JW-57.

EX-NEWSPAPER AND PUBLICITY WRITER with store fashion advg and radio copywriting experience wants break-in writing job in fashion. College graduate. JW-63.

ASSISTANT FASHION COORDINATOR. Fashion publicity, shows, merchandising for leading department store. Also writing and radio background. JW-64.

FASHION DIRECTOR. Experience as account executive, fashion accounts, publicity agency; publicity, for cosmetics company, etc. References. JW-65.

COORDINATING PROMOTION PROGRAM for manufacturers to do contact work with stores, magazines, newspapers. Exp in retailing, merchandising, promotion. JW-66.

FASHION PUBLICITY, STYLIST. Personable, young, expd. Excellent bkgrnd publicity, promotions, fashion shows - some copy-writing. With leading dept store. JW-67.

ASSISTANT ADVERTISING-PUBLICITY DIRECTOR. Expd promotional work for large textile manufacturer. College education, secretarial exp. JW-68.

WHEN CONTACTING A BOX NUMBER,
PLEASE REFER TO THAT NUMBER,
c/o FASHION CALENDAR
44 West 52 Street
New York 19, N.Y.
(EL. 5-3998)

JOBS AVAILABLE

RECEPTIONIST in large advertising and publicity organization. Attractive, intelligent. Stenography and typing absolutely essential. JA-53.

BUYING-SELLING-MERCHANDISING. Excellent training for young woman with college background in exclusive New Jersey specialty shop. JA-54.

COSMETICS BUYER. Leading department store requires young, energetic buyer for newly enlarged cosmetics division. Moderate salary to start. JA-55.

FASHION ADVERTISING MANAGER for specialty store. Young, energetic, clever. Must have had experience in similar position. JA-70.

MERCHANDISE MANAGER. Leading department store needs experienced person with department store background and training. JA-71.

PRICE OF 4-LINE INSERTION

Job Wanted.....\$2.50
Job Available.....\$5.00

Format: 4 lines of 39 characters
to a line.

Deadline: Tuesday at 5:00 P.M.

All insertion orders must be
accompanied by check or money order.